

FIG. 1A (Prior Art)

PHASED DESIGN PROCESS

However, the design process is very complex, consisting of many participants and tasks

Full Panel Design Org. Consensus: Variant Develop. Concept Review (VP Marketing) **Brand Present.** Copy Writing Die Available Art Direction 3D Develop. full panel phase III Concept Develop Working Meeting Concept Review Reserve Photog. /Illustrator/Stylist Concept Refine **Creative Refine** Single Concept **Brand Present** (Sen. Mgr./Dir) refinements Catag. Leader Art Direction Presentation Conscensus phase II Working Meeting on 2-3 concepts Concept Review Concept Refine Category Adult **Brand Present** exploratory Art Direction (Brand Mgr.) phase I Consensus Pre-Design Survey Write Design Brief Review Estimates (RFP) Review Agencies objectives brief Estimate Present. Solicit Estimates (RFP) Choose Agency Prepare Cost & initiation Schedule for for Approval start date■ Approval

FIG. 1B(1) (Prior Art)

FIG. 1B(2) (Prior Art)

Org. Consensus

			end date
phase IV	production	separation	printing
execution	mechanicals	separations	final
Art Direction	Final Pre-	Proof I:	Plate Making
	Press Meeting	Process Proof	•
Pre-Pro Meeting	•		Packaging
•	Mechanical	Proof II:	Production
Creative Refine	Development	Composed Layout	
	•		Ship to Plant
Photography	Routing	Proof III:	
	•	Production Target	Packaging at
Illustration	Mech. Refine.		Plant
		Brand Review	
Chrome Review	Re-Routing		
)	Step Films	
Final Composing/	Mech. Approved		
Prototype		Release Films	
Brand Present			
(President)			
•			

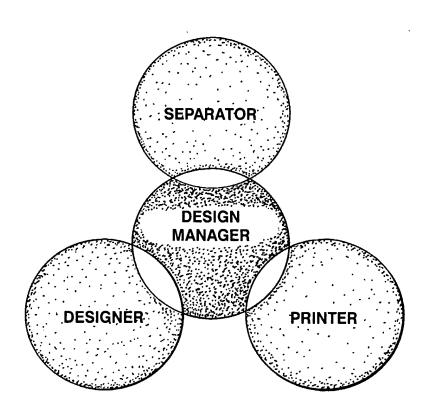


FIG. 1C (Prior Art)

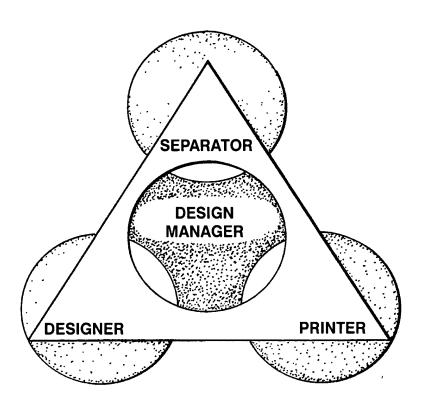


FIG. 2

